



Missouri Travel Barometer
October 2017 Report
(Data available as of 11/9/17)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

October Report Highlights

Lodging Statistics: 2017 Calendar Year to Date through September

According to Smith Travel Research, Missouri's statewide lodging average daily room rate and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in ADR and RevPAR while other states are showing stronger growth in Occupancy and Demand.

Missouri Lodging:

Occupancy down 0.3% -- ADR up 4.1% -- RevPAR up 3.7% -- Demand up 0.1%

SIC Tourism business sales and tax collections: 2017 Calendar Year to Date through June

- For FY17, a 1.5% (\$194.4 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-June
- For CYTD17, a 1.2% (\$79.5 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-June

Website Visits: 2017 Calendar Year to Date through October

- Total web visits (main site and mobile visits) were down 24.6% for CYTD 2017 (Jan-Oct) compared to CYTD 2016
- Total web visits to VisitMO Spotlight (blog) were down 5.3% for CYTD 2017 (Jan-Oct) compared to CYTD 2016

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2017 Calendar Year to Date through October

- 115,053 responses for 2017 YTD – a decrease of 21.8% (This is most likely directly related to advertising cuts due to budget withhold.) However, Bowling Green, Champaign, Lexington, Lafayette, Louisville, North Platte, Tri Cities and Tulsa all have YOY growth
- For the month of October alone, responses were up 34.0% for 2017 compared to 2016

Welcome Center Visits: 2017 Calendar Year to date through October

- For CYTD 2017 the centers are down 17.2% for January – October 2017 compared to the same period in 2016
- Due to budget cuts, the Welcome Centers started closing on weekends as of August. For the month of October alone, visits are down 53.3% for 2017 compared to 2016. For August – October, the decline is 46.7%.

Commercial airport deplanements: 2017 Calendar Year to Date

- Columbia up 28.4% for January – September 2017 compared to the same period in 2016
- Cape Girardeau up 14.0% for January – July 2017 compared to the same period in 2016
- St. Louis up 5.2% for January – September 2017 compared to the same period in 2016
- All airports up 5.75% for January – July 2017 compared to the same period in 2016

Brand USA Partners on VisitTheUSA.com: Website Activity 2017 Calendar Year to Date through October

- Missouri's homepage on VisitTheUSA.com had 1,047 pageviews in Oct 2017 compared to 2,187 in Oct 2016
- There have been 10,001 pageviews for Jan-Oct 2017 compared to 13,571 for Jan-Oct 2016
- Top five countries viewing Missouri's page during October were Japan, Brazil, Germany, France and Mexico
- Top five countries viewing Missouri's page during Jan-Oct 2017 were Japan, U.K., Brazil, India and France
- Visitors from the Philippines spent the most time on our page, averaging 11 minutes and 48 seconds compared to an overall average of 3 minutes and 45 seconds

Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, Brand USA, and STR, Inc.



